



HARLEY of LONDON

Made by Londoners for the World

# Invest in **HSHG Digital Notes** for Unparalleled Upside Potential

## Own **HSHG's Digital Notes** in Your Portfolios

Harley Street Healthcare Group, a leader in healthcare innovation, is offering **digital tradeable redeemable notes** under the ticker symbol **HSHG** on **BX Digital Swiss** (regulated by FINMA) and **Assetera Financial Markets**, a fully regulated financial market in the EU. These notes are part of Swiss and Eu's fintech innovation drive, backed by thorough KYC and due diligence processes.

These notes signify a **breakthrough in the integration of healthcare and financial innovation**, offering investors the potential to **double their investment** with virtually no risk.

As a holder of these digital notes, investors gain not only lucrative returns but also access to **exclusive benefits**, including premium memberships and digital healthcare products—adding significant value to your financial opportunities.



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## Balfour Capital Group & Market Liquidity

**Balfour Capital Group**, a prestigious global boutique investment management firm, plays a crucial role in providing liquidity across global markets. Led by Chief Investment Officer **Steve Alain Lawrence**, who manages over \$400 million in assets, Balfour Capital offers **unparalleled diversification** across more than 5,000 assets globally. This ensures strong liquidity for Harley Street Healthcare's digital notes, supported by Balfour's advanced algorithmic and discretionary trading strategies.

## World-Class Technology & 24/7 Portfolio Access

Balfour Capital Group leverages **world-class technology** to enhance its trading strategies and portfolio management. Clients benefit from 24/7 portfolio access, providing real-time insights and control over their investments. This level of access exceeds industry standards, ensuring that clients are always informed and capable of making timely decisions.

The blend of cutting-edge technology with human expertise guarantees that each portfolio is managed with precision and care.

## Symbiotic Relationship: Risk Management & Expertise

The partnership between Harley Street Healthcare Group and Balfour Capital Group is built on a shared commitment to **excellence in risk management and service**. Their collaboration expertly manages risk, ensuring that investors' assets are protected. This symbiotic relationship combines Balfour's financial acumen with Harley Street's innovative healthcare solutions, offering clients **unparalleled peace of mind and growth opportunities**.



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## Digital Notes Structure & Benefits

The HSHG digital notes are a regulated, secured, publicly traded, **ESG compliant hybrid financial product with upfront yield and exponential upside**. They offer strong downside protection and are issued by HSHG.

- Denomination: CHF 1,000
- Bundle Purchase: Typically CHF 11,200 (equivalent to CHF 10,000 in (GBP/EUR))

## Investor Options:

- 1. 12% Yield Option:** Purchase CHF 1,000 worth of notes and receive an additional 12% yield, resulting in an immediate 12% return on the principal, redeemable after nine months.
- 2. 12% Discount Option:** Purchase CHF 1,000 notes at a 12% discount, paying CHF 880 while still receiving CHF 1,000 in digital notes.

These notes, with a four-year maturity linked to the company's IPO, offer flexibility in redemption (cash or equity) and are backed by **true collateral**. Whether you choose cash or equity redemption, the upside potential could see your investment double.

Balfour Capital Group, along with BX Digital and Assetera, will provide ongoing liquidity by quoting bid/ask prices, ensuring an active and reliable market for these assets.



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## Harley Street Healthcare Group (HSHG)

### “Making 90 the new 50”

Harley Street Healthcare Group, including its brands and subsidiaries such as Harley Club, **HARLEY of LONDON**, and **Harley Street Clinics of LONDON**, offers **integrated health & wellness** services globally. Combining modern medicine with state-of-the-art technological innovations and ancient healing systems, HSHG partners with customers on their health & wellness journey, moving away from the traditional sick care system.

With a focus on the direct correlation between wellness and corporate profitability, especially post-pandemic, HSHG emphasizes that **“health is wealth.”**

## Healthcare Industry Growth

The healthcare industry is poised for exponential growth, with data generation expected to increase at a compound annual growth rate of 36% by 2025. This growth is driven by an aging population in developed markets,<sup>4</sup> booming populations in emerging markets, and rising drug development costs. The global healthcare budget is projected to reach \$15 trillion by 2030, with digital health innovations—such as genomics, wearables, AI, and electronic health records—leading the way

## Commitment to Market Support & Investor Confidence

Harley Street Healthcare Group is dedicated to supporting its digital notes through continuous market updates and strategic announcements aimed at enhancing liquidity and valuation in line with investor sentiment. **Balfour Capital Group’s** active involvement in providing liquidity and market-making ensures that investors can confidently engage with this innovative financial product.

## About Balfour Capital Group

Since its establishment in 1989, Balfour Capital Group has distinguished itself as a leader in financial stewardship, catering to a diverse clientele, including pension funds, insurance companies, foundations, and esteemed family offices. The firm is committed to personalized client service, aligning strategies with each client's unique financial goals.

Balfour Capital currently manages three flagship funds with over \$400 million, including the **Discretionary Trading Program**, which manages \$56 million in assets and has a proven track record of consistent and robust financial performance.

## Discretionary Trading Program: Complete Diversification

Balfour Capital Group's Discretionary Trading Program, initiated on March 18th, 2018, combines advanced algorithmic strategies with discretionary decision-making, analyzing over 3,500 assets globally. This program offers clients complete diversification across various asset classes and markets, reducing risk while enhancing potential returns. With an average annual return of 50.79% over the last three years, the program's effectiveness in navigating global markets is clear. This level of diversification, coupled with Balfour's sophisticated risk management, ensures that investors can confidently pursue their financial goals while mitigating market-specific risks.



### Contact Information:

UK: +44 20 3833 1752 | US: +1 312 857 6941 | AUS: +61 2 5127 5306

Email: [support@balfourcapitalgroup.com](mailto:support@balfourcapitalgroup.com)

**Steve Alain Lawrence, CIO:** [steve.lawrence@balfourcapitalgroup.com](mailto:steve.lawrence@balfourcapitalgroup.com)

Johan Boos (EU): [johan.boos@balfourcapitalgroup.com](mailto:johan.boos@balfourcapitalgroup.com)

Vikram Srivastava (Asia): [v.srivastava@balfourcapitalgroup.com](mailto:v.srivastava@balfourcapitalgroup.com)

Website: [www.balfourcapitalgroup.com](http://www.balfourcapitalgroup.com)



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### Contact Information:

UK: +44 7903 311682 | US: +1 (289) 690-4359

Email: **Hari Singh:** [hari@harleyoflondon.co.uk](mailto:hari@harleyoflondon.co.uk),

**Vidhi Buddhdev:** [Vidhi@g1magazine.digital](mailto:Vidhi@g1magazine.digital)

Link to the **Digital Note:** [www.harleyoflondon.co.uk/digital-note](http://www.harleyoflondon.co.uk/digital-note)

Website: [www.harleyoflondon.co.uk](http://www.harleyoflondon.co.uk) | [www.theharleyclub.com](http://www.theharleyclub.com)